

Memorandum



CITY OF DALLAS

DATE June 18, 2018

Honorable Members of the Quality of Life, Arts & Culture Committee: Sandy Greyson
TO (Chair), Mark Clayton (Vice Chair), Rickey D. Callahan, Jennifer S. Gates, Scott
Griggs, B. Adam McGough, Omar Narvaez

SUBJECT **ESPN Productions Contract for Heart of Dallas Bowl**

On March 26, 2018, the Quality of Life, Arts and Culture Committee was briefed on the Heart of Dallas Bowl in anticipation of a recommendation for Dallas City Council consideration and approval of funding on April 11, 2018. The proposed action was authorization of a Chapter 380 Economic Development Grant Agreement with ESPN Productions, Inc. in consideration of bringing teams from the Big Ten, Big 12 or Conference USA to play in annual bowl game at the Cotton Bowl Stadium at Fair Park in December 2018 and December 2019 pursuant to the City of Dallas Public/Private Partnership Program, not to exceed \$800,000.

Staff were directed by Park and Recreation Board and the Quality of Life Council Committee to partner with the Dallas Sports Commission and Visit Dallas to engage the Tourism Public Improvement District (TPID) Board as a potential funding source to help offset general fund support.

The TPID has agreed to provide a percentage of lodging revenues actualized up to \$200,000 annually. Based on data from the 2017 Heart of Dallas Bowl (56% of attendees were from out of the area), the lodging revenue on 35,000 attendees would be \$1,500,000 resulting in a \$150,000 incentive (10%) to ESPN Productions, Inc. This amount could increase or be reduced based on game attendance and lodging revenue. The City of Dallas commitment is proposed at \$150,000 each year.

A recommendation for Dallas City Council consideration and approval authorizing a Chapter 380 Economic Development Grant Agreement, not to exceed \$300,000 (\$150,000 in 2018 and \$150,000 in 2019) is requested from the Quality of Life, Arts and Culture Committee on June 25, 2018. The item could be scheduled for City Council consideration and approval on August 8, 2018.

Please feel free to contact me if you have any questions or concerns.

A handwritten signature in black ink, appearing to read 'Willis C. Winters'.

Willis C. Winters, FAIA
Director
Park and Recreation Department

DATE **June 18, 2018**

SUBJECT **ESPN Productions Contract for Heart of Dallas Bowl**

c: Honorable Mayor and Members of the City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Billerae Johnson, City Secretary
Daniel F. Solis, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager
Jo M. (Jody) Puckett, P.E., Assistant City Manager (Interim)

Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Nadia Chandler Hardy, Chief of Community Services
Raquel Favela, Chief of Economic Development & Neighborhood Services
Theresa O'Donnell, Chief of Resilience
Directors and Assistant Directors